UNITED STATES PATENT AND TRADEMARK OFFICE

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ART UNIT	PAPER NUMBER
2143	

SHORTENED STATUTORY PERIOD OF RESPONSE	NOTIFICATION DATE	DELIVERY MODE
3 MONTHS	01/30/2007	ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

If NO period for reply is specified above, the maximum statutory period will apply and will expire 6 MONTHS from the mailing date of this communication.

Notice of this Office communication was sent electronically on the above-indicated "Notification Date" and has a shortened statutory period for reply of 3 MONTHS from 01/30/2007.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

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PTOL-90A (Rev. 10/06)

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on 20 November 2006.

2a)☐ This action is **FINAL**.   2b)☒ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) *1-19, 21-27, 29-47, 51, 55-65 and 69-76* is/are pending in the application.

   4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *1-19, 21-27, 29-47, 51, 55-65, 69-76* is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

   Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

   Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

   a)☐ All   b)☐ Some * c)☐ None of:

   1.☐ Certified copies of the priority documents have been received.

   2.☐ Certified copies of the priority documents have been received in Application No. _____.

   3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

   * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☐ Notice of References Cited (PTO-892)

2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)

3) ☐ Information Disclosure Statement(s) (PTO/SB/08)
   Paper No(s)/Mail Date _____ .

4) ☐ Interview Summary (PTO-413)
   Paper No(s)/Mail. Date. _____ .

5) ☐ Notice of Informal Patent Application

6) ☐ Other: _____ .

DETAILED ACTION

Continued Examination Under 37 CFR 1.114

1.   A request for continued examination under 37 CFR 1.114, including the fee set

forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this

application is eligible for continued examination under 37 CFR 1.114, and the fee set

forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action

has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on

11/20/2006 has been entered.

2.   Claims **1–19, 21-27, 29-47, 51, 55-65, and 69-76** are pending. Claim **1, 8 - 10, 19,**

27, 51, 55 - 56, 61, 69 have been amended.   Claims **20, 28, 48 - 50, 52 - 54, 66 - 68**

have been cancelled.   Independent claims are **1, 8, 9, 10, 19, 27, 29, 35, 36, 39, 47,**

51, 56, 61, 63, 69, 72, 74.

Response to Arguments

3.   Applicant's arguments filed 11/20/06 have been fully considered but they are not

persuasive.

3.1   Applicant argues that the referenced prior art does not disclose, " ... *attempting*

to map the physical ID to a logical ID ... if no logical ID is found that

corresponds to the physical, attempting to establish a logical ID for the physical

ID by causing a Wizard user interface (UI) to be presented to a user via a client

collected from the user ... if a logical ID is found that corresponds to the

physical ID, (see Remarks Pages 22-37)

The Meyer prior art discloses the mapping of a physical ID to a logical ID (i.e.

attempted or successful). (see Meyer paragraph 018, lines 5-11; paragraph

019, lines 1-5) and (see Srivastava col. 8, lines 37-41; col. 8, lines 49-52:

database mapping)   The Meyer prior art discloses a user interface utilized to

retrieve media information in the event there is no successful result to the ID

search of the database. (see Meyer paragraph [0031], lines 1-20: user interface

for media information request/response procedure with server, registration of an

ID and associating metadata with ID)

3.2   Applicant argues that the referenced prior art does not disclose, " ... *different*

instances of a specific media associated with different physical IDs that are

mappable to the same logical IDs ... " (see Remarks Pages 38-41)

The retrieval of multiple database records in response to a query is a standard

and not novel occurrence. If the database contains multiple records, which

satisfy or match the set of terms utilized for the search query, multiple database

records will be returned. There is nothing novel about this occurrence.

(see Meyer paragraph 07, lines 12-15; paragraph 078, lines 1-6; paragraph 018, lines

5-11; paragraph 019, lines 1-5) and (see Srivastava col. 8, lines 37-41; col. 8,

lines 49-52: database mapping)

3.3   Applicant argues that the referenced prior art does not disclose, " ... *searching*

      ... " *(see Remarks Pages 41-45)*

      The Specification discloses the low cost search as a search with a low number

      of terms, and a high cost search as a search with a large number of terms. The

      Specification discloses an untrusted table as a database table generated from

      user input information. (see Specification Paragraphs [0062] and [0063])

      The Jaeger, Suganuma, and Srivastava prior art combination discloses the

      capability for the searching of database tables. The tables can be search as

      relational database with a large number of terms, a small number of search

      terms, a table generated via schema, or a table generated from user input. The

      procedures and protocols for searching the table(s) will be unchanged and are

      disclosed by the referenced prior art. (see Jaeger col. 4, lines 33-46; col. 4,

      lines 50-56: search a physical ID-logical ID table, first table) and (see

      Suganuma col. 3, lines 1-6: identifier ; col. 1, line 66 - col. 2, line 7 ; col. 5, lines

      10-13; col. 6, lines 41-44; col. 6, lines 45-48) and (see Srivastava col. 8, lines

      37-41; col. 8, lines 49-52: database mapping)

3.4   Applicant argues that the referenced prior art does not disclose limitations such

      as, " ... *a list of physical IDs that are to be statistically evaluated ...* " *(see*

      Remarks Pages 45-48)

      The capture of statistics is a method utilized to determination of the probability

      for a specific event (i.e. such as for a each physical ID, the most likely logical ID

match). The Meyer and Milsted prior art combination discloses the capture of statistics and the manipulation of the manipulation of that information through techniques such as data mining to determine the most likely occurrence of an event (i.e. such as for a each physical ID, the most likely logical ID match). (see Milsted col. 6, lines 34-38 col. 6, lines 42-47; col. 47, lines 47-53)

3.5   Applicant's invention discloses the usage of standard relational database functions such as searching utilizing a identifier (i.e. physical ID, logical ID), the retrieval of data record(s) based on a query (i.e. multiple physical IDs attached to a logical IDs, searching utilizing a small number or larger number of terms (i.e. low cost, high cost searches), and trusted and untrusted database tables (i.e. capability to input user data into a database table (i.e. untrusted, less trusted table). These are functions in the field of manipulation of a relational or even objected-oriented database are well known in the art. These are not novel ideas. In addition, the collection of statistical data to determine probabilities (i.e. or the most likely occurrence of an event such as the selection of a logical ID from a physical ID) is not a novel idea. These database and statistical functions are well known and have been available.

3.6   The examiner has considered the applicant's remarks concerning the system for the processing of media content utilizing a mapping between database record identifier(s) and metadata.

After an additional analysis of the applicant's invention, remarks, and a search of

the available prior art, it was determined that the current set of prior art

consisting of **Meyer (20010031066)**, **Srivastava (6,549,922)**, **Suganuma**

(6,704,748), **Milsted (6,345,256)** and **Jaeger (6,553,379)** discloses the

applicant's invention including disclosures in Remarks dated November 20,

2006.

3.7   Applicant discloses a set of arguments that can be reduced to new arguments

and a rehash of the previous set of arguments already responded to in previous

Office Actions. The new arguments will be addressed but the previous

argument will stand with the examiner's Response to Remarks in previous

Office Actions.

3.8   Applicant argues that the referenced prior art " ... *statement of motivation is*

inappropriate in that the broadly stated goal of "efficiency" has been deemed by

the Office to be insufficient to establish a motivation to combine references ..."

(see Remarks Page 22, Lines 13-15)

This particular documentation cited by the applicant is directed to business

method inventions only, which is not the category of the applicant's invention.

This guidance is not part of the MPEP documentation for patent application

examining. The MPEP is the only official guide for patent examining

procedures. The designation of this particular USPTO document, which is

directed towards business method patent applications and has no bearing on

other types of patents.   The advantage of achieving efficiency is a valid result

and motivation for the combination of prior art.

3.9   Applicant argues that the referenced prior art discloses " ... *that it does not*

appear that Meyer requires or could utilize of the addition of Srivastava in order

to capture and transform media metadata in multiple and diverse proprietary

formats ..." *(see Remarks Page 23, Lines 11-14)*

The addition of the Srivastava prior art with the Meyer prior art discloses the

additional capability to process logical identification information and return

database records indicating physical identification information.   The addition of

more and diverse types of formats that can be processed in addition to the

formats already present in the Meyer prior art is an advantage and a justifiable

reason for the combination.   The addition of more formats allows even more

types of media content to be processed by the prior art combination.

In all cases, the motivations cited by the examiner for each prior art combination

clearly state the motivation for the combination and the specific advantage

achieved for each combination.

The test for obviousness is not whether the features of a secondary reference

may be bodily incorporated into the structure of the primary reference; nor is it

that the claimed invention must be expressly suggested in any one or all of the

references. Rather, the test is what the combined teachings of the references

would have suggested to those of ordinary skill in the art. See *In re Keller*, 642

F.2d 413, 208 USPQ 871 (CCPA 1981).

3.10   The examiner has considered the applicant's remarks concerning a logical to

physical identifier mapping system for the processing of media content.

After an additional analysis of the applicant's invention, remarks, and a search

of the available prior art, it was determined that the current set of prior art

consisting of Meyer (20010031066), Srivastava (6,549,922), Suganuma

(6,704,748), Manning (6,959,416), Milsted (6,345,256), and Jaeger (6,553,379)

discloses the applicant's invention including disclosures in Remarks dated May

15, 2006.

3.11   Applicant is reminded of the previous disclosures by the referenced prior art.

The Meyer (20010031066) prior art discloses a mapping between physical IDs

and logical IDs.   (see Meyer paragraph 018, lines 5-11; paragraph 019, lines 1-

5)   The Meyer (20010031066) prior art discloses an association (i.e. mapping)

between an identifier and an object (i.e. database record designating media

such as a CD).   This association is a logical index (i.e. logical ID) utilized to

search a database and return a set of one or more database records. In

addition, the Meyer (20010031066) prior art discloses that the database object

contains other information used in decoding to identify the object, such as its

distributor or broadcaster. This other information contains additional

identification information such as the physical ID (i.e. other identification information). Multiple physical IDs (i.e. information for multiple database records) can be associated (i.e. mapped) to a single logical ID. (see Meyer Paragraph [0018], lines 5-9: mapping between physical ID and logical ID) Therefore, The Meyer (20010031066) prior art discloses the capability for one logical ID to be mapped to multiple physical IDs. (i.e. multiple BackStreet Boys CDs (i.e. physical IDs) returned in response to one logical ID)

The Meyer (20010031066) and Srivastava (6,549,922) prior art combination discloses an additional prior art for database mapping between identifiers. (see Srivastava col. 8, lines 37-41; col. 8, lines 49-52: database mapping)

Meyer discloses a physical identifier for a media entity. (see Meyer paragraph 07, lines 4-8) In addition, Meyer discloses a registration process wherein an identifier (i.e. a logical identifier) is linked with a database record, which associates that identifier with data (i.e. a physical identifier) within the database record. And, Srivastava discloses the capability to map identification information within a database management structure.

The Meyer (20010031066) prior art discloses the usage of XML techniques within a database management system. (see Meyer paragraph 027, lines 11-19) The Meyer (20010031066) and Srivastava (6,549,922) prior art combination discloses a database accessed utilizing an XML schema. (see Srivastava col. 2, lines 59-65)

The Jaeger (6,553,379) and Suganuma (6,704,748) prior art combination

discloses the usage of multiple search tables to access the data within a

database management system. (see Suganuma col. 3, lines 1-6: identifier ; col.

1, line 66 - col. 2, line 7 ; col. 5, lines 10-13; col. 6, lines 41-44; col. 6, lines 45-

48)

Referenced prior art discloses the capability for a physical ID that corresponds to

a specific media or specific CD or specific DVD associated with content. Meyer

discloses identifiers (i.e. physical identifier) utilized to link media and metadata

(i.e. contextual information about media content). (see Meyer Paragraph [0012],

lines 1-5: *link media with metadata via an identifier*) It is not required that the

identifier (i.e. physical identifier) be unique for each identified object.

(Paragraph [0016], lines 22-25: *not a requirement for a unique identifier,*

identifier can be a group type identifier (i.e. specific media type)) Media content

can be any multimedia content (i.e. audio, video)), such as a CD or DVD type

media. (see Meyer Paragraph [0013], lines 8-12: *CD and DVD media types*)

Referenced prior art discloses the capability for sending physical ID to a server

configured to return metadata associated with the specific media.   Meyer

discloses the capability to obtain an identifier (see Meyer Paragraph [0021],

lines 1-3: *identifier extracted to search databases for associated metadata*),

which is sent to one or more server systems (i.e. databases) and used to search

a database to obtain associated metadata (i.e. contextual information

concerning media content) (see Meyer Paragraph [0022], lines 17-22: *obtain*

metadata associated with the media content)

Referenced prior art discloses the capability to search one or more databases

for metadata associated with specific media (i.e. including CD or DVD) by using

a logical ID.   Meyer discloses the capability to obtain an identifier. (see Meyer

Paragraph [0021], lines 1-3: *identifier extracted to search databases for*

associated metadata) One or more servers are accessed to retrieve associated

metadata based on identifier (i.e. index into table data structure). (Paragraph

[0007], lines 12-15; Paragraph [0022], lines 17-22; Paragraph [0019], lines 3-5:

identifier mapped to metadata, search one or more servers (i.e. databases))

Databases generated and updated with identifier, metadata information. (see

Meyer Paragraph [0018], lines 5-9: databases developed utilizing identifiers,

metadata, media information)

Referenced prior art discloses table containing physical IDs and associated

logical IDs to which the physical IDs are mapped, the logical IDs being

configured for use by the server in searching the one or more databases for

metadata associated with specific media ... " and "·... map physical ID(s) to a

logical ID(s). Meyer discloses a table data structure containing specific

information associating an identifier with metadata, media content. (see Meyer

Paragraph [0019], lines 3-5; Paragraph [0022], lines 17-22: *database of*

identifiers linked to media content and metadata, search one or more server (i.e.

databases)) Meyer in view of Jaeger discloses a table data structure utilizing a

mapping between physical ID and logical ID. (see Jaeger col. 4, lines 50-56:

physical ID mapped to logical ID)

Referenced prior art discloses the capability for XML schema usage for data

display on a client computer. Meyer discloses data (i.e. associated metadata)

returned from a server is formatted utilizing a hierarchical tag based language

before displayed on client systems. XML is a tag based hierarchical language

and utilized for display of data on client systems. (see Meyer Paragraph

[0027], lines 1-3; Paragraph [0027], lines 6-9: *standard Internet protocols are*

utilized to return information (i.e. metadata) from a server to client system ;

Paragraph [0027], lines 11-19: *XML utilized for data communications from*

server to client systems)

Reference prior art discloses the capability for statistical metadata associated to

physical Ids. Meyer in view of Milsted discloses collection and analysis of data

concerning the media content and identifiers to generate statistical information.

(see Milsted col. 6, lines 34-38; col. 6, lines 42-47: *track and log usage of media*

content by client systems ; col. 20, lines 21-25: *identifier linked to media*

content and metadata)

The Meyer (20010031066) prior discloses mapping between two identifiers.

(see Meyer paragraph 018, lines 5-11; paragraph 019, lines 1-5)   The Meyer

(20010031066) and Srivastava (6,549,922) prior art combination discloses

database mapping between identifiers. (see Srivastava col. 8, lines 37-41; col.

8, lines 49-52: database mapping)

Meyer discloses a physical identifier for a media entity. (see Meyer paragraph

07, lines 4-8) In addition, Meyer discloses a registration process wherein an

identifier (i.e. a logical identifier) is linked with a database record, which

associates that identifier with data (i.e. a physical identifier) within the database

record. And, Srivastava discloses the capability to map identification

information within a database management structure.

Referenced prior art discloses the usage of XML Schema for database access.

The Meyer (20010031066) prior art discloses the usage of XML techniques

within a database management system. (see Meyer paragraph 027, lines 11-

19) The Meyer (20010031066) and Srivastava (6,549,922) prior art

combination discloses a database accessed utilizing an XML schema. (see

Srivastava col. 2, lines 59-65)

Referenced prior art discloses the capability to utilize search tables. The Jaeger

(6,553,379) and Suganuma (6,704,748) prior art combination discloses the

usage of multiple search tables to access the data within a database

management system. (see Suganuma col. 3, lines 1-6: identifier ; col. 1, line 66

- col. 2, line 7 ; col. 5, lines 10-13; col. 6, lines 41-44; col. 6, lines 45-48)

Referenced prior art discloses search capability utilizing different search criteria

(i.e. low cost, high cost). Meyer discloses search capabilities. (see Meyer

Paragraph [0019], lines 3-5: *table data structure utilized for searching*) Meyer in

view of Jaeger discloses a table data structure utilizing physical ID, logical ID

mapping information. Meyer in view of Jaeger discloses a physical ID - logical

ID table data structure (see Jaeger col. 4, lines 50-56: *physical ID, logical ID*

table), utilizing different search techniques to obtain metadata information via an

identifier.

Claim Rejections - 35 USC § 103

4.   Claims **1 - 19, 21 - 27, 39 - 47, 56 - 65, 69 - 71** are rejected under 35

U.S.C. 103(a) as being unpatentable over **Meyer et al.** (US Patent No. **20010031066**) in

view of **Srivastava et al.** (US Patent No. **6,549,922**).

Regarding Claim 1, Meyer discloses a method of processing media content

comprising:

   a) receiving a physical ID that corresponds to a specific media upon which content

        resides that can be experienced by a user; (see Meyer paragraph 07, lines 4-8)

        Meyer and Srivastava disclose mapping a physical ID to a logical ID.

   b) attempting to map the physical ID to a logical ID; (see Meyer paragraph 018,

        lines 5-11; paragraph 019, lines 1-5) and (see Srivastava col. 8, lines 37-41; col.

        8, lines 49-52: database mapping)

   c) if no logical ID is found that corresponds to the physical, attempting to establish a

        logical ID for the physical ID by causing a Wizard user interface (UI) to be

        presented to a user via a client computer so that information pertaining to the

        user's specific media can be collected from the user. (see Meyer paragraph 07,

lines 12-15; paragraph 031, lines 12-16; paragraph [0031], lines 1-20: user

interface for media information request/response procedure with server,

registration of an ID and associating metadata with ID) and

d) if a logical ID is found that corresponds to the physical ID, searching a database

that contains metadata associated with the specific media by using the logical ID

as a basis for a search query, wherein different instances of a specific media with

the same content therein are associated with different physical IDs that are

mappable to the same logical ID. (see Meyer paragraph 07, lines 12-15;

paragraph 078, lines 1-6; paragraph 018, lines 5-11; paragraph 019, lines 1-5)

and (see Srivastava col. 8, lines 37-41; col. 8, lines 49-52: database mapping)

Meyer discloses a physical identifier for a media entity. (see Meyer paragraph 07,

lines 4-8) In addition, Meyer discloses a registration process wherein an identifier

(i.e. logical identifier) is linked with a database record, which associates the identifier

with data. And, Srivastava discloses the capability to map identification information

within a database management structure.

It would have been obvious to one of ordinary skill in the art at the time the

invention was made to modify Meyer to enable the capability to perform database

mapping of an identifier (i.e. identification information) as taught by Srivastava. One

of ordinary skill in the art would be motivated to employ Srivastava in order to

efficiently capture and transform media metadata in multiple and diverse proprietary

formats. (see Srivastava col. 1, lines 42-46: " ... *employed to capture metadata*

stored in diverse proprietary formats, as well to capture user-generated metadata

and metadata from other sources, and to transform the captured metadata into

logical annotations stored in a standard format ... ")

Regarding Claim 2, Meyer discloses the method of claim 1 further comprising returning

the metadata to a client. (see Meyer paragraph 07, lines 12-15)

Regarding Claim 3, Meyer discloses the method of claim 1 further comprising

formatting the metadata in a schema and returning the formatted metadata to a client.

(see Meyer paragraph 019, lines 3-5)

Regarding Claim 4, Meyer discloses the method of claim 1 further comprising

formatting the metadata in a XML schema and returning the formatted metadata to a

client. (see Meyer paragraph 027, lines 11-19)

Regarding Claim 5, Meyer discloses the method of claim 1, wherein the specific media

comprises a CD. (see Meyer paragraph 013, lines 8-12)

Regarding Claim 6, Meyer discloses the method of claim 1, wherein the specific media

comprises a DVD. (see Meyer paragraph 013, lines 8-12)

Regarding Claim 7, Meyer discloses one or more computer-readable media having

computer-readable instructions thereon which, when executed by a computer, cause

the computer to implement the method of claim 1. (see Meyer paragraph 07, lines 12-

15)

Regarding Claim 8, Meyer discloses a server comprising:

   a) one or more processors; (see Meyer paragraph 0105, lines 1-5)

   b) one or more storage devices; (see Meyer paragraph 0108, lines 1-5) and

   c) software code resident on the one or more storage devices which, when

   executed by the one or more processors, cause the processors to:

   d) receive a physical ID that corresponds to a specific media upon which content

   resides that can be experienced by a user; (see Meyer paragraph 07, lines 4-8)

   g) if no logical ID is found that corresponds to the physical, search a database that

   contains metadata associated with the specific media by using the logical ID as a

   basis for a search query; (see Meyer paragraph 07, lines 12-15)

   h) format the metadata in a XML schema; (see Meyer paragraph 027, lines 11-19)

   and

Meyer and Srivastava disclose mapping a physical ID to a logical ID.

   e) attempting to map the physical ID to a logical ID; (see Meyer paragraph 018,

   lines 5-11; paragraph 019, lines 1-5) and (see Srivastava col. 8, lines 37-41; col.

   8, lines 49-52: database mapping)

f) <u>if no logical ID is found that corresponds to the physical, attempting to establish a</u>

<u>logical ID for the physical ID by causing a Wizard user interface (UI) to be</u>

<u>presented to a user via a client computer so that information pertaining to the</u>

<u>user's specific media can be collected from the user.</u> (see Meyer paragraph 07,

lines 12-15; paragraph 031, lines 12-16; paragraph [0031], lines 1-20: user

interface for media information request/response procedure with server,

registration of an ID and associating metadata with ID)

i) return the formatted metadata to a client, wherein different instances of a specific

media with the same content therein are associated with different physical IDs

that are mappable to the same logical ID. (see Meyer paragraph 07, lines 12-15;

paragraph 078, lines 1-6; paragraph 018, lines 5-11; paragraph 019, lines 1-5)

and (see Srivastava col. 8, lines 37-41; col. 8, lines 49-52: database mapping)

Meyer discloses a physical identifier for a media entity. (see Meyer paragraph 07,

lines 4-8) In addition, Meyer discloses a registration process wherein an identifier

(i.e. logical identifier) is linked with a database record, which associates the identifier

with data. And, Srivastava discloses the capability to map identification information

within a database management structure.

It would have been obvious to one of ordinary skill in the art at the time the

invention was made to modify Meyer to enable the capability to perform database

mapping of an identifier (i.e. identification information) as taught by Srivastava. One

of ordinary skill in the art would be motivated to employ Srivastava in order to

efficiently capture and transform media metadata in multiple and diverse proprietary

formats. (see Srivastava col. 1, lines 42-46)

Regarding Claim 9, Meyer discloses one or more computer-readable media having

computer-readable instructions thereon which, when executed by a computer, cause

the computer to:

a) receive a physical ID that corresponds to a specific media upon which content

resides that can be experienced by a user; (see Meyer paragraph 07, lines 4-8)

c) if no logical ID is found that corresponds to the physical, search a database that

contains metadata associated with the specific media by using the logical ID as a

basis for a search query; (see Meyer paragraph 07, lines 12-15)

e) format the metadata in a XML schema; (see Meyer paragraph 027, lines 11-19)

and

Meyer and Srivastava disclose mapping a physical ID to a logical ID.

b) attempting to map the physical ID to a logical ID; (see Meyer paragraph 018,

lines 5-11; paragraph 019, lines 1-5) and (see Srivastava col. 8, lines 37-41; col.

8, lines 49-52: database mapping)

c) if no logical ID is found that corresponds to the physical, attempting to establish a

logical ID for the physical ID by causing a Wizard user interface (UI) to be

presented to a user via a client computer so that information pertaining to the

user's specific media can be collected from the user. (see Meyer paragraph 07,

lines 12-15; paragraph 031, lines 12-16; paragraph [0031], lines 1-20: user

interface for media information request/response procedure with server,

registration of an ID and associating metadata with ID)

f) return the formatted metadata to a client, wherein different instances of a specific

   media with the same content therein are associated with different physical IDs

   that are mappable to the same logical ID. (see Meyer paragraph 07, lines 12-15;

   paragraph 078, lines 1-6; paragraph 018, lines 5-11; paragraph 019, lines 1-5)

   and (see Srivastava col. 8, lines 37-41; col. 8, lines 49-52: database mapping)

Meyer discloses a physical identifier for a media entity. (see Meyer paragraph 07,

lines 4-8) In addition, Meyer discloses a registration process wherein an identifier

(i.e. logical identifier) is linked with a database record, which associates the identifier

with data.   And, Srivastava discloses the capability to map identification information

within a database management structure.

It would have been obvious to one of ordinary skill in the art at the time the

invention was made to modify Meyer to enable the capability to perform database

mapping of an identifier (i.e. identification information) as taught by Srivastava. One

of ordinary skill in the art would be motivated to employ Srivastava in order to

efficiently capture and transform media metadata in multiple and diverse proprietary

formats. (see Srivastava col. 1, lines 42-46)

Regarding Claim 10, Meyer discloses a method of processing media content

comprising:

a) <u>attempting to map</u> a physical ID <u>to</u> a logical ID, the physical ID corresponding to a

specific media associated with content that can be experienced by a user; (see

Meyer paragraph 07, lines 4-8)

b) <u>if no logical ID is found that corresponds to the physical, attempting to establish a</u>

<u>logical ID for the physical ID by causing a Wizard user interface (UI) to be</u>

<u>presented to a user via a client computer so that information pertaining to the</u>

<u>user's specific media can be collected from the user.</u> (see Meyer paragraph 07,

lines 12-15; paragraph 031, lines 12-16; paragraph [0031], lines 1-20: user

interface for media information request/response procedure with server,

registration of an ID and associating metadata with ID)

c) <u>if no logical ID is found that corresponds to the physical ID,</u> using the logical ID to

query one or more databases that contain metadata associated with the specific

media; (see Meyer paragraph 07, lines 12-15) and

Meyer and Srivastava disclose mapping a physical ID to a logical ID.

d) returning metadata associated with the specific media to a client, wherein

different instances of a specific media with the same content therein are

associated with different physical IDs that are mappable to the same logical ID.

(see Meyer paragraph 07, lines 12-15; paragraph 078, lines 1-6; paragraph 018,

lines 5-11; paragraph 019, lines 1-5) and (see Srivastava col. 8, lines 37-41; col.

8, lines 49-52: database mapping)

Meyer discloses a physical identifier for a media entity. (see Meyer paragraph 07,

lines 4-8) In addition, Meyer discloses a registration process wherein an identifier

(i.e. logical identifier) is linked with a database record, which associates the identifier

with data.   And, Srivastava discloses the capability to map identification information

within a database management structure.

It would have been obvious to one of ordinary skill in the art at the time the

invention was made to modify Meyer to enable the capability to perform database

mapping of identifier (i.e. identification information) as taught by Srivastava. One of

ordinary skill in the art would be motivated to employ Srivastava in order to efficiently

capture and transform media metadata in multiple and diverse proprietary formats.

(see Srivastava col. 1, lines 42-46)

Regarding Claim 11, Meyer discloses the method of claim 10, wherein said returning

comprises returning the metadata via the Internet. (see Meyer paragraph 07, lines 12-

15; paragraph 017, lines 2-4)

Regarding Claim 12, Meyer discloses the method of claim 10, wherein said returning

comprises formatting the metadata in a schema and returning the formatted metadata to

the client. (see Meyer paragraph 019, lines 3-5)

Regarding Claim 13, Meyer discloses the method of claim 10, wherein said returning comprises formatting the metadata in a XML schema and returning the formatted metadata to the client. (see Meyer paragraph 027, lines 11-19)

Regarding Claim 14, Meyer discloses the method of claim 10, wherein the specific media comprises a CD. (see Meyer paragraph 013, lines 8-12)

Regarding Claim 15, Meyer discloses the method of claim 10, wherein the specific media comprises a DVD. (see Meyer paragraph 013, lines 8-12)

Regarding Claim 16, Meyer discloses the method of claim 10, wherein the specific media comprises a file. (see Meyer paragraph 028, lines 2-5)

Regarding Claim 17, Meyer discloses one or more computer-readable media having computer-readable instructions thereon which, when executed by a computer, cause the computer to implement the method of claim 10. (see Meyer paragraph 07, lines 12-15)

Regarding Claim 18, Meyer discloses a server computer programmed with instructions which, when executed by the server computer, cause it to implement the method of claim 10. (see Meyer paragraph 07, lines 12-15)

Regarding Claim 19, Meyer discloses a method of processing media content

comprising:

    a) receiving a physical ID that corresponds to a specific media associated with

       content that can be experienced by a user; (see Meyer paragraph 07, lines 4-8)

    c) if a logical ID is found that corresponds to the physical ID, searching a database

       that contains metadata associated with the specific media by using the logical ID

       as a basis for a search query; (see Meyer paragraph 07, lines 12-15)

Meyer and Srivastava disclose mapping a physical ID to a logical ID.

    b) attempting to map the physical ID to a logical ID; (see Meyer paragraph 018,

       lines 5-11; paragraph 019, lines 1-5) and (see Srivastava col. 8, lines 37-41; col.

       8, lines 49-52: database mapping)

    d) if no logical ID is found that corresponds to the physical ID, attempting to

       establish a logical ID for the physical ID <u>by causing a user interface (UI) to be</u>

       <u>presented to a user via a client computer so that information pertaining to the</u>

       <u>user's specific media can be collected from the user,</u> wherein different instances

       of a specific media with the same content therein are associated with different

       physical IDs that are mappable to the same logical ID. (see Meyer paragraph 07,

       lines 12-15; paragraph 078, lines 1-6; paragraph 018, lines 5-11; paragraph 019,

       lines 1-5; paragraph [0031], lines 1-20: user interface for media information

       request/response procedure with server, registration of an ID and associating

metadata with ID) and (see Srivastava col. 8, lines 37-41; col. 8, lines 49-52:

database mapping)

Meyer discloses a physical identifier for a media entity. (see Meyer paragraph 07,

lines 4-8) In addition, Meyer discloses a registration process wherein an identifier

(i.e. logical identifier) is linked with a database record, which associates the identifier

with data.   And, Srivastava discloses the capability to map identification information

within a database management structure.

It would have been obvious to one of ordinary skill in the art at the time the

invention was made to modify Meyer to enable the capability to perform database

mapping of identifier (i.e. identification information) as taught by Srivastava. One of

ordinary skill in the art would be motivated to employ Srivastava in order to efficiently

capture and transform media metadata in multiple and diverse proprietary formats.

(see Srivastava col. 1, lines 42-46)

Regarding Claim 21, Meyer discloses the method of claim 19, wherein said attempting

comprises attempting to identify the specific media to ascertain whether a logical ID

already exists for the specific media. (see Meyer paragraph 07, lines 12-15)

Regarding Claim 22, Meyer discloses the method of claim 1.9 further comprising if said

attempting is unsuccessful, enabling the user to establish a physical ID-to-logical ID

mapping for their physical ID. (see Meyer paragraph 018, lines 5-9)

Regarding Claim 23, Meyer discloses the method of claim 19, wherein said specific

media comprises a CD. (see Meyer paragraph 013, lines 8-12)

Regarding Claim 24, Meyer discloses the method of claim 19, wherein said specific

media comprises a DVD. (see Meyer paragraph 013, lines 8-12)

Regarding Claim 25, Meyer discloses the method of claim 19, wherein said specific

media comprises a file. (see Meyer paragraph 028, lines 2-5)

Regarding Claim 26, Meyer discloses one or more computer-readable media having

computer-readable instructions thereon which, when executed by a computer, cause

the computer to implement the method of claim 19. (see Meyer paragraph 07, lines 12-

15)

Regarding Claim 27, Meyer discloses a server computer comprising:

   a) one or more processors; (see Meyer paragraph 0105, lines 1-5)

   b) one or more storage devices; (see Meyer paragraph 0108, lines 1-5) and

   c) software code resident on the one or more storage devices which, when

      executed by the one or more processors, cause the processors to:

i) receive a physical ID that corresponds to a specific media upon which content resides that can be experienced by a user; (see Meyer paragraph 07, lines 4-8)

iii) if a logical ID is found that corresponds to the physical ID, search a database that contains metadata associated with the specific media by using the logical ID as a basis for a search query; (see Meyer paragraph 07, lines 12-15) and

Meyer and Srivastava discloses mapping a physical ID to a logical ID.

ii) attempt to map the physical ID to a logical ID; (see Meyer paragraph 018, lines 5-11; paragraph 019, lines 1-5) and (see Srivastava col. 8, lines 37-41; col. 8, lines 49-52: database mapping)

iv) if no logical ID is found that corresponds to the physical ID <u>by causing a Wizard user interface (UI) to be presented to a user via a client computer sa that information pertaining to the user's specific media can be collected from the user,</u> attempt to establish a logical ID for the physical ID, wherein different instances of a specific media with the same content therein are associated with different physical IDs that are mappable to the same logical ID. (see Meyer paragraph 07, lines 12-15; paragraph 078, lines 1-6; paragraph 018, lines 5-11; paragraph 019, lines 1-5; paragraph [0031], lines 1-20: user interface for media information request/response procedure with server, registration of an ID and associating metadata with ID) and (see Srivastava col. 8, lines 37-41; col. 8, lines 49-52: database mapping)

Meyer discloses a physical identifier for a media entity. (see Meyer paragraph 07, lines 4-8) In addition, Meyer discloses a registration process wherein an identifier (i.e. logical identifier) is linked with a database record, which associates the identifier with data. And, Srivastava discloses the capability to map identification information within a database management structure.

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Meyer to enable the capability to perform database mapping of identifier (i.e. identification information) as taught by Srivastava. One of ordinary skill in the art would be motivated to employ Srivastava in order to efficiently capture and transform media metadata in multiple and diverse proprietary formats. (see Srivastava col. 1, lines 42-46)

Regarding Claim 39, Meyer discloses a method of processing media content comprising:

a) receiving a physical ID that corresponds to a specific media upon which content resides that can be experienced by a user; (see Meyer paragraph 07, lines 4-8)

b) attempting to map the physical ID to a logical ID, the logical ID serving as a basis for a search query of a database that contains metadata associated with the specific media; (see Meyer paragraph 018, lines 5-9; paragraph 07, lines 12-15)

Meyer and Srivastava disclose mapping a physical ID to a logical ID.

c) if no logical ID is found that corresponds to the physical ID, attempting to

establish a logical ID for the physical ID by causing a Wizard user interface (UI)

to be presented to a user via a client computer so that information pertaining to

the user's specific media can be collected from the user, wherein different

instances of a specific media with the same content therein are associated with

different physical IDs that are mappable to the same logical ID. (see Meyer

paragraph 031, lines 12-16; paragraph 07, lines 12-15; paragraph 078, lines 1-6;

paragraph 018, lines 5-11; paragraph 019, lines 1-5) and (see Srivastava col. 8,

lines 37-41; col. 8, lines 49-52: database mapping)

Meyer discloses a physical identifier for a media entity. (see Meyer paragraph 07,

lines 4-8) In addition, Meyer discloses a registration process wherein an identifier

(i.e. logical identifier) is linked with a database record, which associates the identifier

with data. And, Srivastava discloses the capability to map identification information ·

within a database management structure.

It would have been obvious to one of ordinary skill in the art at the time the

invention was made to modify Meyer to enable the capability to perform database

mapping of identifier (i.e. identification information) as taught by Srivastava. One of

ordinary skill in the art would be motivated to employ Srivastava in order to efficiently

capture and transform media metadata in multiple and diverse proprietary formats.

(see Srivastava col. 1, lines 42-46)

Regarding Claim 40, Meyer discloses the method of claim 3.9 further comprising

receiving information from the user, via the Wizard UI, the information pertaining to the

user's specific media. (see Meyer paragraph 031, lines 12-16)

Regarding Claim 41, Meyer discloses the method of claim 39, wherein the specific

media comprises a CD, and the information collected by the Wizard UI: comprises an

artist's name. (see Meyer paragraph 018, lines 3-5)

Regarding Claim 42, Meyer discloses the method of claim 39, wherein the specific

media comprises a CD, and the information collected by the Wizard UI comprises a CD

title. (see Meyer paragraph 018, lines 3-5)

Regarding Claim 43, Meyer discloses the method of claim 39, wherein the specific

media comprises a DVD. (see Meyer paragraph 013, lines 8-12)

Regarding Claim 44, Meyer discloses the method of claim 39 further comprising

searching for specific media based on the information collected by the Wizard UI. (see

Meyer paragraph 07, lines 12-15; paragraph 031, lines 12-16)

Regarding Claim 45, Meyer discloses the method of claim 44 further comprising

forming an association between the received physical ID and a logical ID if said

searching finds media that coincides with the user's information. (see Meyer paragraph

018, lines 5-9)

Regarding Claim 46, Meyer discloses the method of claim 44 further comprising if said

searching is unsuccessful, prompting the user to enter media-specific information so

that an association can be established between the media and a logical ID. (see Meyer

paragraph 07, lines 15-18; paragraph 031,lines 12-16)

Regarding Claim 47, Meyer discloses one or more computer-readable media having

computer-readable instructions thereon which, when executed by a computer, cause

the computer to:

   a) receive a physical ID that corresponds to a specific media upon which content

       resides that can be experienced by a user; (see Meyer paragraph 07, lines 4-8)

   b) attempt to map the physical ID to a logical ID, the logical ID serving as a basis for

       a search query of a database that contains metadata associated with the specific

       media; (see Meyer paragraph 018, lines 5-9; paragraph 07, lines 12-15)

   Meyer and Srivastava disclose mapping a physical ID to a logical ID.

   c) if no logical ID is found that corresponds to the physical ID, attempt to establish a

       logical ID for the physical TD by causing a Wizard user interface (UI) to be

       presented to a user via a client computer so that information pertaining to the

       user's specific media can be collected from the user, wherein different instances

of a specific media with the same content therein are associated with different

physical IDs that are mappable to the same logical ID. (see Meyer paragraph

018, lines 5-11; paragraph 031, lines 12-16; paragraph 07, lines 12-15;

paragraph 078, lines 1-6; paragraph 019, lines 1-5) and (see Srivastava col. 8,

lines 37-41; col. 8, lines 49-52: database mapping)

Meyer discloses a physical identifier for a media entity. (see Meyer paragraph 07,

lines 4-8) In addition, Meyer discloses a registration process wherein an identifier

(i.e. logical identifier) is linked with a database record, which associates the identifier

with data. And, Srivastava discloses the capability to map identification information

within a database management structure.

It would have been obvious to one of ordinary skill in the art at the time the

invention was made to modify Meyer to enable the capability to perform database

mapping of identifier (i.e. identification information) as taught by Srivastava. One of

ordinary skill in the art would be motivated to employ Srivastava in order to efficiently

capture and transform media metadata in multiple and diverse proprietary formats.

(see Srivastava col. 1, lines 42-46)

Regarding Claim 56, Meyer discloses a method of processing media content

comprising:

a) receiving a physical ID that corresponds to a specific CD upon which content

   resides that can be experienced by a user; (see Meyer paragraph 07, lines 4-8)

d) <u>if no logical ID is found that corresponds to the physical,</u> searching a database

that contains metadata associated with the CD by using the logical ID as a basis

for a search query; (see Meyer paragraph 07, lines 12-15)

e) formatting the metadata in a XML schema; (see Meyer paragraph 027, lines 11-

19) and

Meyer and Srivastava disclose mapping a physical ID to a logical ID.

b) <u>attempting to</u> map the physical ID to a logical ID; (see Meyer paragraph 018,

lines 5-11; paragraph 019, lines 1-5) and (see Srivastava col. 8, lines 37-41; col.

8, lines 49-52: database mapping)

c) <u>if no logical ID is found that corresponds to the physical, attempting to establish</u>

<u>a logical ID for the physical ID by causing a Wizard user interface (UI) to be</u>

<u>presented to a user via a client computer so that information pertaining to the</u>

<u>user's specific media can be collected from the user.</u> (see Meyer paragraph 07,

lines 12-15; paragraph 031, lines 12-16; paragraph [0031], lines 1-20: user

interface for media information request/response procedure with server,

registration of an ID and associating metadata with ID) and (see Srivastava col.

8, lines 37-41; col. 8, lines 49-52: database mapping)

f) returning the formatted metadata to a client, wherein different instances of a

specific media with the same content therein are associated with different

physical IDs that are mappable to the same logical ID. (see Meyer paragraph

027, lines 11-19; paragraph 07, lines 12-15; paragraph 078, lines 1-6; paragraph

018, lines 5-11; paragraph 019, lines 1-5) and (see Srivastava col. 8, lines 37-41;

col. 8, lines 49-52: database mapping)

Meyer discloses a physical identifier for a media entity. (see Meyer paragraph 07,

lines 4-8) In addition, Meyer discloses a registration process wherein an identifier

(i.e. logical identifier) is linked with a database record, which associates the identifier

with data. And, Srivastava discloses the capability to map identification information

within a database management structure.

It would have been obvious to one of ordinary skill in the art at the time the

invention was made to modify Meyer to enable the capability to perform database

mapping of identifier (i.e. identification information) as taught by Srivastava. One of

ordinary skill in the art would be motivated to employ Srivastava in order to efficiently

capture and transform media metadata in multiple and diverse proprietary formats.

(see Srivastava col. 1, lines 42-46)

Regarding Claim 57, Meyer discloses the method of claim 56, wherein the, XML

schema comprises tags associated with one or more of: a CD name, author, release

date, genre, style, rating and label. (see Meyer paragraph 015, lines 16-18)

Regarding Claim 58, Meyer discloses the method of claim 56, wherein the XML

schema comprises at least one tag associated with a URL associated with data

pertaining to the CD. (see Meyer paragraph 014, lines 11-16)

Regarding Claim 59, Meyer discloses the method of claim 56, wherein the XML

schema comprises at least one tag associated with a URL associated with data

pertaining to cover art for the CD. (see Meyer paragraph 015, lines 16-18)

Regarding Claim 60, Meyer discloses the method of claim 56, wherein the XML

schema comprises at least one tag associated with a URL associated with data

pertaining to a purchasing experience. (see Meyer paragraph 034, lines 10-14)

Regarding Claim 61, Meyer discloses a method of processing media content

comprising:

a) receiving a physical ID that corresponds to a specific DVD upon which content

resides that can be experienced by a user; (see Meyer paragraph 07, lines 4-8;

paragraph 013, lines 8-12)

d) <u>if no logical ID is found that corresponds to the physical,</u> searching a database

that contains metadata associated with the DVD by using the logical ID as a

basis for a search query; (see Meyer paragraph 027, lines 11-19)

e) formatting the metadata in a XML schema; (see Meyer paragraph 027, lines 11-

19) and

Meyer and Srivastava disclose mapping a physical ID to a logical ID.

b) attempting to map the physical ID to a logical ID; (see Meyer paragraph 018,

lines 5-11; paragraph 019, lines 1-5) and (see Srivastava col. 8, lines 37-41; col.

8, lines 49-52: database mapping)

c) if no logical ID is found that corresponds to the physical, attempting to establish a

logical ID for the physical ID by causing a Wizard user interface (UI) to be

presented to a user via a client computer so that information pertaining to the

user's specific media can be collected from the user. (see Meyer paragraph 07,

lines 12-15; paragraph 031, lines 12-16; paragraph [0031], lines 1-20: user

interface for media information request/response procedure with server,

registration of an ID and associating metadata with ID) and (see Srivastava col.

8, lines 37-41; col. 8, lines 49-52: database mapping)

f) returning the formatted metadata to a client, wherein different instances of a

specific media with the same content therein are associated with different

physical IDs that are mappable to the same logical ID. (see Meyer paragraph

027, lines 11-19; paragraph 07, lines 12-15; paragraph 078, lines 1-6; paragraph

018, lines 5-11; paragraph 019, lines 1-5) and (see Srivastava col. 8, lines 37-41;

col. 8, lines 49-52: database mapping)

Meyer discloses a physical identifier for a media entity. (see Meyer paragraph 07,

lines 4-8) In addition, Meyer discloses a registration process wherein an identifier

(i.e. logical identifier) is linked with a database record, which associates the identifier

with data.   And, Srivastava discloses the capability to map identification information

within a database management structure.

It would have been obvious to one of ordinary skill in the art at the time the

invention was made to modify Meyer to enable the capability to perform database

mapping of identifier (i.e. identification information) as taught by Srivastava. One of

ordinary skill in the art would be motivated to employ Srivastava in order to efficiently

capture and transform media metadata in multiple and diverse proprietary formats.

(see Srivastava col. 1, lines 42-46)

Regarding Claim 62, Meyer discloses the method of claim 61, wherein the XML

schema comprises tags associated with one or more of: a title, studio, lead performer,

director, rating, and genre. (see Meyer paragraph 028, lines 12-16)

Regarding Claim 63, Meyer discloses an XML schema comprising:

a) a name tag associated with a CD name; an author tag associated with a CD

   author; (see Meyer paragraph 015, lines 16-18)

b) a track tag associated with a CD track; (see Meyer paragraph 012, lines 1-5)

c) at least one URL tag referencing a link to additional information pertaining to the

   CD; (see Meyer paragraph 014, lines 11-16) and

d) the schema being configured for use in sending metadata associated with a CD

   to client computer for display for a user. (see Meyer paragraph 027, lines 11-19)

Regarding Claim 64, Meyer discloses the XML schema of claim 63, wherein said link comprises a purchasing link to enable a user to make purchases associated with the CD via a network. (see Meyer paragraph 034, lines 10-14)

Regarding Claim 65, Meyer discloses the XML schema of claim 63, wherein said link comprises a cover art link to enable a user to obtain cover art associated with the CD via a network. (see Meyer paragraph 015, lines 16-18)

Regarding Claim 69, Meyer discloses a method of processing media content comprising:

a) generating a physical ID that corresponds to a specific media upon which content resides that can be experienced by a user on a client computer, wherein different instances of the specific media with the same content thereon are associated with different physical IDs that are mappable to a same logical ID; (see Meyer paragraph 07, lines 4-8)

b) sending the physical ID to a server configured to return metadata associated with the specific media; (see Meyer paragraph 07, lines 12-15)

f) receiving, from the server, XML-formatted metadata; (see Meyer paragraph 027, lines 11-19)

g) parsing, with the client computer, the XML-formatted metadata; (see Meyer paragraph 027, lines 11-19) and

h) displaying the metadata for the user on the client computer. (see Meyer

paragraph 0113, lines 1-3)

c) attempting to map the physical ID to a logical ID; (see Meyer paragraph 018,

lines 5-11; paragraph 019, lines 1-5) and (see Srivastava col. 8, lines 37-41; col.

8, lines 49-52: database mapping)

d) if no logical ID is found that corresponds to the physical, attempting to establish a

logical ID for the physical ID by causing a Wizard user interface (UI) to be

presented to a user via a client computer so that information pertaining to the

user's specific media can be collected from the user. (see Meyer paragraph 07,

lines 12-15; paragraph 031, lines 12-16; paragraph [0031], lines 1-20: user

interface for media information request/response procedure with server,

registration of an ID and associating metadata with ID)

e) if a logical ID is found that corresponds to the physical ID, searching a database

that contains metadata associated with the specific media by using the logical ID

as a basis for a search query; (see Meyer paragraph 07, lines 12-15; paragraph

078, lines 1-6; paragraph 018, lines 5-11; paragraph 019, lines 1-5) and (see

Srivastava col. 8, lines 37-41; col. 8, lines 49-52: database mapping)

It would have been obvious to one of ordinary skill in the art at the time the

invention was made to modify Meyer to enable the capability to perform database

mapping of an identifier (i.e. identification information) as taught by Srivastava. One

of ordinary skill in the art would be motivated to employ Srivastava in order to

efficiently capture and transform media metadata in multiple and diverse proprietary

formats. (see Srivastava col. 1, lines 42-46)

Regarding Claim 70, Meyer discloses The method of claim 69, wherein the specific

media comprises a CD. (see Meyer paragraph 013, lines 8-12)

Regarding Claim 71, Meyer discloses The method of claim 69, wherein the specific

media comprises a DVD. (see Meyer paragraph 013, lines 8-12)

5.   Claims **29 - 34, 36, 37, 38** are rejected under 35 U.S.C. 103(a) as being

unpatentable over **Jaeger et al.** (US Patent No. **6,553,379**) in view of **Suganuma** (US

Patent No. **6,704,748**).

Regarding Claim 29, Jaeger and Suganuma disclose a method of processing media

content comprising:

a) receiving a physical ID that corresponds to a specific media upon which content

   resides that can be experienced by a user; attempting to map the physical ID to a

   logical ID by searching a first table containing physical ID-to-logical ID mappings

   using a first search; (see Jaeger col. 4, lines 33-46; col. 4, lines 50-56: search a

   physical ID-logical ID table, first table)

b) if the first search is unsuccessful, searching a second table containing physical

   ID-to-logical ID mappings using a second search; if a logical ID is found that

corresponds to the physical ID, searching a database that contains metadata associated with the specific media by using the logical ID as a basis for a search query. (see Jaeger col. 4, lines 33-46; col. 4, lines 50-56: search a physical ID-logical ID table, second table)

Wherein Jaeger's physical ID-logical ID table is a table equivalent to Applicant's physical ID to logical ID mapping table. (see Jaeger col. 4, lines 33-46; col. 4, lines 50-56) Jaeger's description of lists and data records is equivalent to applicant's description of the information contained in the physical ID to logical ID mapping table (reference's list) and the indicated information media content metadata (reference's data record) retrieved from the database.) Jaeger does disclose that the lists are tables that map a logical ID to a physical ID and data records stored in a storage means (i.e. database).   Jaeger does disclose describing a physical ID and logical ID table, which is created by the usage of standard database table creation statements with table column/row names.

And, Suganuma discloses the capability to utilize multiple search tables in the manipulation of data within a database management system. (see Suganuma col. 3, lines 1-6: identifier ; col. 1, line 66 - col. 2, line 7 ; col. 5, lines 10-13; col. 6, lines 41-44; col. 6, lines 45-48)

It would have been obvious to one of ordinary skill in the art at the time of the invention was made to combine Jaeger's teachings of describing table name and its columns/rows as taught in Jaeger, and to enable the usage of search tables to search a database management system as taught by Suganuma. One would have been

motivated because the teachings are devoted to relational database application and the combination would have enabled Jaeger's system to utilize Entity-Relation model for establishing business and industrial application database models, and to employ Suganuma in order to efficiently support search capabilities under a variety of search conditions.

Regarding Claim 30, Jaeger discloses the method of claim 29, wherein the first table is a trusted table. (see Jaeger col. 4, lines 33-46; col. 4, lines 50-56: search a physical ID-logical ID table, first table) Referring to claim 30, claim 30 encompasses the same scope of the invention as that of the claim 29. Therefore, claim 30 is rejected for the same reason and motivation as the claim 29.

Regarding Claim 31, Jaeger discloses the method of claim 29, wherein the first table is a trusted table and the second table is less trusted than the first table. (see Jaeger col. 4, lines 33-46; col. 4, lines 50-56: search physical ID-logical ID table, first and second table) Referring to claim 31, claim 31 encompasses the same scope of the invention as that of the claim 29. Therefore, claim 31 is rejected for the same reason and motivation as the claim 29.

Regarding Claim 32, Jaeger discloses the method of claim 29, wherein the second table contains user provided physical ID-to-logical ID mappings. (see Jaeger col. 4, lines 33-46; col. 4, lines 50-56: search a physical ID-logical ID table, second table)

Referring to claim 32, claim 32 encompasses the same scope of the invention as that of the claim 29. Therefore, claim 32 is rejected for the same reason and motivation as the claim 29.

Regarding Claim 33, Jaeger discloses the method of claim 29, wherein the first search comprises a low cost search, and further comprising if no logical ID is found for the physical ID, searching the first table using a third search, the third search comprising a higher cost search than the first search. (see Jaeger col. 4, lines 33-46; col. 4, lines 50-56: search a physical ID-logical ID table, first table) Referring to claim 33, claim 33 encompasses the same scope of the invention as that of the claim 29. Therefore, claim 33 is rejected for the same reason and motivation as the claim 29.

Regarding Claim 34, Jaeger discloses one or more computer-readable media having computer-readable instructions thereon which, when executed by a computer, cause the computer to implement the method of claim 29. (see Jaeger col. 4, lines 33-46; col. 4, lines 50-56: search physical ID-logical ID tables) Referring to claim 34, claim 34 encompasses the same scope of the invention as that of the claim 29. Therefore, claim 34 is rejected for the same reason and motivation as the claim 29.

Regarding Claim 36, Jaeger discloses a method of processing media content comprising:

a) providing a canonical table containing physical ID to logical ID mappings, the physical IDs being associated with specific media containing content that can be experienced by a user, the logical IDs being configured for use in database queries to locate metadata associated with specific media; providing a table containing user-provided physical ID to logical ID mappings; receiving a physical ID associated with a specific media; (see Jaeger col. 4, lines 33-46; col. 4, lines 50-56: physical ID mapped to logical ID table)

b) conducing a first low cost search of the canonical table to determine whether there is a matching physical ID with a corresponding logical ID; (see Jaeger col. 4, lines 33-46; col. 4, lines 50-56: search a physical ID-logical ID table, first table)

c) if the first low cost search is unsuccessful, conducting a second low cost search of the table containing the user-provided physical ID to logical ID mappings to determine whether there is a matching physical ID with a corresponding logical ID; (see Jaeger col. 4, lines 33-46; col. 4, lines 50-56: search a physical ID-logical ID table, first table)

d) if the second low cost search is unsuccessful, conducting a third higher cost search of the canonical table to determine whether there is a matching physical ID with a corresponding logical ID; and if any of the searches are successful, using the corresponding logical ID to search a database containing metadata associated with the specific media, wherein different instances of a specific media with the same content therein are associated with different physical IDs that are mappable to the same logical ID. (see Jaeger col. 4, lines 33-46; col. 4,

lines 50-56: search a physical ID-logical ID table, first table) Referring to claim

36, claim 36 encompasses the same scope of the invention as that of the claim

29. Therefore, claim 36 is rejected for the same reason and motivation as the

claim 29.

Regarding Claim 37, Meyer discloses the method of claim 36, wherein the specific

media comprises CDs. (see Meyer paragraph 013, lines 8-12)

Regarding Claim 38, Meyer discloses the method of claim 36, wherein the specific

media comprises DVDs. (see Meyer paragraph 013, lines 8-12)

6.   Claims **35, 51, 55** are rejected under 35 U.S.C. 103(a) as being unpatentable

over **Jaeger** in view of **Suganuma** and further in view of **Srivastava**.

Regarding Claim 35, Jaeger discloses one or more computer-readable media having

computer-readable instructions thereon which, when executed by a computer, cause

the computer to:

   a) receive a physical ID that corresponds to a specific media upon which content

      resides that can be experienced by a user; attempt to map the physical ID to a

      logical ID by searching a first table containing physical ID-to-logical ID mappings

      using a first search, the first search comprising a low cost search; (see Jaeger

col. 4, lines 33-46; col. 4, lines 50-56: search a physical ID-logical ID table, first

table)

b) if the first search is unsuccessful, search a second table containing physical ID-

to-logical ID mappings using a second search; (see Jaeger col. 4, lines 33-46;

col. 4, lines 50-56: search a physical ID-logical ID table, second table) and

And, Suganuma discloses the capability to utilize multiple search tables in the

manipulation of data within a database management system. (see Suganuma col. 3,

lines 1-6: identifier ; col. 1, line 66 - col. 2, line 7 ; col. 5, lines 10-13; col. 6, lines 41-

44; col. 6, lines 45-48)

Jaeger, Suganuma, and Srivastava disclose:

c) if the second search is unsuccessful, search the first table using a third search,

the third search comprising a higher cost search than the first search; and if a

logical ID is found that corresponds to the physical ID, search a database that

contains metadata associated with the specific media by using the logical ID as a

basis for a search query, wherein different instances of a specific media with the

same content therein are associated with different physical IDs that are

mappable to the same logical ID. (see Jaeger col. 4, lines 33-46; col. 4, lines 50-

56: search a physical ID-logical ID table, first table) and (see Suganuma col. 3,

lines 1-6: identifier ; col. 1, line 66 - col. 2, line 7 ; col. 5, lines 10-13; col. 6, lines

41-44; col. 6, lines 45-48) and (see Srivastava col. 8, lines 37-41; col. 8, lines 49-52: database mapping)

It would have been obvious to one of ordinary skill in the art at the time of the invention was made to combine Jaeger's teachings of describing table name and its columns/rows as taught in Jaeger, and to enable the usage of search tables to search a database management system as taught by Suganuma, and to enable the capability to perform database mapping of identifier (i.e. identification information) as taught by Srivastava. One would have been motivated because the teachings are devoted to relational database application and the combination would have enabled Jaeger's system to utilize Entity-Relation model for establishing business and industrial application database models, and to employ Suganuma in order to efficiently support search capabilities under a variety of search conditions, and to employ Srivastava in order to efficiently capture and transform media metadata in multiple and diverse proprietary formats.

Regarding Claim 51, Jaeger discloses a system for providing metadata to clients comprising:

a) a <u>trusted</u> canonical table comprising multiple physical IDs associated with specific media containing content that can be experienced by a user; (see Jaeger col. 4, lines 33-46; col. 4, lines 50-56: search a physical ID-logical ID table)

b) multiple logical IDs associated with the multiple physical IDs; (see Jaeger col. 4, lines 33-46; col. 4, lines 50-56: physical IDs mapped to multiple logical IDs table)

c) <u>at least one other less trusted table containing multiple physical IDs and multiple logical IDs, individual physical IDs being mapped to individual logical IDs;</u> (see Jaeger col. 4, lines 33-46; col. 4, lines 50-56: physical IDs mapped to multiple logical IDs table)

And, Suganuma discloses the capability to utilize multiple search tables in the manipulation of data within a database management system. (see Suganuma col. 3, lines 1-6: identifier ; col. 1, line 66 - col. 2, line 7 ; col. 5, lines 10-13; col. 6, lines 41-44; col. 6, lines 45-48)

Jaeger, Suganuma, and Srivastava disclose:

c) individual physical IDs being mapped to individual logical IDs; (see Jaeger col. 4, lines 33-46; col. 4, lines 50-56: physical ID mapped to logical ID table) and the logical IDs being configured for use in database queries to locate metadata associated with specific media, wherein different instances of a specific media with the same content therein are associated with different physical IDs that are mappable to the same logical ID. (see Jaeger col. 4, lines 33-46; col. 4, lines 50-56: physical ID mapped to logical ID table) and (see Suganuma col. 3, lines 1-6: identifier ; col. 1, line 66 - col. 2, line 7 ; col. 5, lines 10-13; col. 6, lines 41-44; col. 6, lines 45-48) and (see Srivastava col. 8, lines 37-41; col. 8, lines 49-52: database mapping)

It would have been obvious to one of ordinary skill in the art at the time of the

invention was made to combine Jaeger's teachings of describing table name and its

columns/rows as taught in Jaeger, and to enable the usage of search tables to search a

database management system as taught by Suganuma, and to enable the capability to

perform database mapping of identifier (i.e. identification information) as taught by

Srivastava. One would have been motivated because the teachings are devoted to

relational database application and the combination would have enabled Jaeger's

system to utilize Entity-Relation model for establishing business and industrial

application database models, and to employ Suganuma in order to efficiently support

search capabilities under a variety of search conditions, and to employ Srivastava in

order to efficiently capture and transform media metadata in multiple and diverse

proprietary formats.

Regarding Claim 55, Jaeger discloses the system of claim 51, wherein the at least one

other <u>less trusted</u> table comprise<u>s</u> user-provided mappings. (see Jaeger col. 4, lines 33-

46; col. 4, lines 50-56: physical ID-logical ID table, second (user-provided) table)

Referring to claim 55, claim 55 encompasses the same scope of the invention as that of

the claim 51. Therefore, claim 55 is rejected for the same reason and motivation as the

claim 51.

7.   **Claims 72 - 76** are rejected under 35 U.S.C. 103(a) as being unpatentable over

Milsted et al. (US Patent No. 6,345,256).

Regarding Claim 72, Milsted discloses a method of providing metadata to a client comprising:

a) establishing a table that contains user-provided entries that map physical IDs to logical IDs, the physical IDs corresponding to specific media upon which content resides that can be experienced by various users, the logical IDs being configured for use in querying one or more databases that contain metadata associated with the specific media, the metadata being returnable to a client; statistically evaluating the entries to determine, for each physical ID, a most likely logical ID match; (see Milsted col. 6, lines 34-38 col. 6, lines 42-47; col. 47, lines 47-53: data mining techniques to statistically evaluate most likely physical ID to logical ID match) and

b) making the most likely logical ID match available so that it can be used to query the one or more databases. (see Milsted col. 6, lines 34-38 col. 6, lines 42-47; col. 47, lines 47-53: data mining techniques to determine most likely logical ID match)

Wherein Milsted's statistical collection and processing media content and metadata usage is equivalent to Applicant's generation of statistics based on media content and metadata usage. (see Milsted col. 6, lines 34-38 col. 6, lines 42-47; col. 47, lines 47-53) Milsted's description of data collection parameters (content usage, calculated percentages, data mining techniques) is equivalent to applicant's description of the information collected and processed based on content and

metadata usage retrieved from the database. Milsted does disclose data collection and statistics generation, which are created by the usage of standard data mining techniques.

It would have been obvious to one of ordinary skill in the art at the time of the invention was made to combine Milsted's teachings describing data collection and processing. One would have been motivated because the teachings are devoted to the generation of statistical parameters, and the combination would have enabled Milsted's system to utilize data mining techniques for establishing business and industrial database applications.

Regarding Claim 73, Milsted discloses the method of claim 72, wherein said making comprises providing the logical ID into a trusted table of physical ID-to-logical ID mappings. (see Milsted col. 6, lines 34-38 col. 6, lines 42-47; col. 47, lines 47-53: data mining techniques to calculate number of times physical ID mapped to logical ID) Referring to claim 73, claim 73 encompasses the same scope of the invention as that of the claim 72. Therefore, claim 73 is rejected for the same reason and motivation as the claim 72.

Regarding Claim 74, Milsted discloses a method of providing metadata to a client comprising:

a) providing a table containing user-provided entries that map physical IDs to logical IDs, the physical IDs corresponding to specific media upon which content resides

that can be experienced by various users, the logical IDs being configured for

use in querying one or more databases that contain metadata associated with

the specific media, the metadata being returnable to a client; computing, from the

table, a list of physical IDs that are to be statistically evaluated; (see Milsted col.

6, lines 34-38 col. 6, lines 42-47; col. 47, lines 47-53: data mining techniques to

calculate list of physical IDs statistically evaluated)

b) for each listed physical ID, ascertaining the logical IDs that have been associated

with it by users; computing a distribution of logical IDs for a given physical ID, the

distribution describing, for each logical ID, the number of times the physical ID

has been mapped thereto; (see Milsted col. 6, lines 34-38 col. 6, lines 42-47; col.

47, lines 47-53: data mining techniques to calculate number of times physical ID

mapped to logical ID)

c) adding to the distribution, an entry that corresponds to a current trusted logical ID

mapping; weighting the added entry; and computing, from the distribution, a most

likely physical ID to logical ID match. (see Milsted col. 6, lines 34-38 col. 6, lines

42-47; col. 47, lines 47-53: data mining techniques to calculate most likely

physical ID to logical ID match)

It would have been obvious to one of ordinary skill in the art at the time of the

invention was made to employ Milsted's teachings describing data collection and

processing. One would have been motivated because the teachings are devoted to

the generation of statistical parameters and such a combination would have enabled

Milsted's system to utilize data mining techniques for establishing business and

industrial database applications.

Regarding Claim 75, Milsted discloses the method of claim 74 further comprising

updating a canonical table of trusted mappings with the most likely physical ID to logical

ID match. (see Milsted col. 6, lines 34-38 col. 6, lines 42-47; col. 47, lines 47-53: data

mining techniques to calculate most likely physical ID to logical ID match) Referring to

claim 75, claim 75 encompasses the same scope of the invention as that of the claim

74. Therefore, claim 75 is rejected for the same reason and motivation as the claim 74.

Regarding Claim 76, Milsted discloses the method of claim 74, wherein said computing

a most likely physical ID to logical ID match comprises:

    a) computing a distribution count that sums the total number of times a physical ID

       has been mapped to a logical ID; (see Milsted col. 6, lines 34-38 col. 6, lines 42-

       47; col. 47, lines 47-53: data mining techniques to calculate number of times

       physical ID mapped to logical ID)

    b) calculating, for each logical ID, a percentage as a function of the summed

       distribution count; (see Milsted col. 6, lines 34-38 col. 6, lines 42-47; col. 47, lines

       47-53: data mining techniques to calculate percentage for each logical ID) and

    c) selecting a logical ID that has a percentage that meets predefined criteria. (see

       Milsted col. 6, lines 34-38 col. 6, lines 42-47; data mining techniques to calculate

       percentage for each logical ID) Referring to claim 76, claim 76 encompasses the

same scope of the invention as that of the claim 74. Therefore, claim 76 is

rejected for the same reason and motivation as the claim 74.

Conclusion

Any inquiry concerning this communication or earlier communications from the

examiner should be directed to Kyung H. Shin whose telephone number is (571) 272-

3920. The examiner can normally be reached on 9:30 am - 6 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's

supervisor, David A. Wiley can be reached on (571) 272-3923. The fax phone number

for the organization where this application or proceeding is assigned is 571-273-8300.

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system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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